

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

Listing of Claims:

1. (Canceled)

2. (Previously Presented) An information reproducing apparatus as set forth in claim 8, wherein said controlling means generates a viewing confirmation message at least one time, makes said reproducing means reproduce it, and suspends a read operation of the broadcast information from said storing means at the time of reproduction of said commercial broadcast information and restarts the read operation of said broadcast information when a response signal with respect to the related viewing confirmation message is detected.

3. (Previously Presented) An information reproducing apparatus as set forth in claim 8, wherein said controlling means sequentially reads said detected commercial broadcast information from said storing means in accordance with a sequence by which said commercial broadcast information was supplied.

4. (Previously Presented) An information reproducing apparatus as set forth in claim 8, wherein said controlling means sequentially reads commercial broadcast information specified by an address of a head part stored in said storing means and a data length designated in said identification information from said storing means.

5. (Previously Presented) An information reproducing apparatus as set forth in claim 8, wherein said commercial detecting means detects said commercial broadcast information based on electronic watermark information included in image data of said broadcast information.

6. - 7. (Canceled)

8. (Currently Amended) An information reproducing apparatus comprising:
a receiver for receiving sequential supplied series of broadcast information having a first sequence of broadcast portions and a second sequence of commercial broadcast information, the commercial broadcast information separating the broadcast portions;
a storing means for storing the sequentially supplied series of the broadcast information;
a commercial detecting means for detecting the commercial broadcast information from said received broadcast information based on predetermined identification information contained in said received broadcast information;
a reproducing means for reproducing the broadcast information stored in said storing means;
an inputting means for inputting a commercial designation signal for designating the commercial broadcast information to be reproduced at said reproducing means; and
a controlling means for sequentially reading said series of broadcast information from said storing means and making said reproducing means reproduce the same in accordance with said supplied sequence, generating image information corresponding to said detected commercial

broadcast information and combining the same with the reproduced image of said series of broadcast portions, and making said reproducing means reproduce the combined image information, and,

when said commercial designation signal is input, reading the commercial broadcast information designated by the related commercial designation signal from said storing means and making said reproducing means reproduce all the commercial broadcast information in the second sequence as supplied in the broadcast information, and,

in the following reproduction of said series of broadcast information, reproducing the broadcast portions while not reproducing, but skipping over the commercial broadcast information which has been already reproduced,

wherein said commercial detecting means detects scene changes where a reproduced image of said broadcast information changes discontinuously and detects said commercial broadcast information based on a time interval at which said detected scene changes occur in said reproduced image,

wherein said commercial detecting means detects said commercial broadcast information based on fluctuations in the reproduced sound level of said broadcast information,

wherein a still image of a header portion of the commercial broadcast information or text or graphics indicating information relating to the commercial broadcast information is displayed at a predetermined portion on the screen that is separate from the broadcast portion during reproduction of the broadcast portion,

wherein a commercial broadcast information is reproduced in any desired order by selection from the still image or text or graphics displayed at the predetermined portion on the screen.

9. (Original) An information reproducing apparatus as set forth in claim 8,
wherein said controlling means suspends reproduction of said series of broadcast information
and makes said reproducing means reproduce designated commercial broadcast information
when said commercial designation signal is input.

10. (Original) An information reproducing apparatus as set forth in claim 8,
wherein said controlling means combines a still image of a reproduced image of said detected
commercial broadcast information and a reproduced image of said series of broadcast
information and makes said reproducing means reproduce the same.

11. (Original) An information reproducing apparatus as set forth in claim 10,
wherein said controlling means erases the still image of said commercial broadcast information
from a display area of said reproducing means in the subsequent reproduction of the series of
broadcast information when commercial broadcast information has been reproduced in
accordance with said commercial designation signal.

12. (Original) An information reproducing apparatus as set forth in claim 10,
wherein said controlling means changes the still image of said commercial broadcast information
to a predetermined image showing the commercial broadcast information finished being
reproduced in the subsequent reproduction of the series of broadcast information when
commercial broadcast information has been reproduced in accordance with said commercial
designation signal.

13. (Original) An information reproducing apparatus as set forth in claim 8, wherein said controlling means sequentially reads commercial broadcast information specified by an address of a head part stored in said storing means and a data length designated in said identification information from said storing means.

14. (Original) An information reproducing apparatus as set forth in claim 8, wherein said commercial detecting means detects said commercial broadcast information based on electronic watermark information included in image data of said broadcast information.

15. (Original) An information reproducing apparatus as set forth in claim 8, wherein said commercial detecting means detects scene changes where a reproduced image of said broadcast information changes discontinuously and detects said commercial broadcast information based on a time interval at which said detected scene changes occur in said reproduced image.

16. (Original) An information reproducing apparatus as set forth in claim 8, wherein said commercial detecting means detects said commercial broadcast information based on fluctuations in the reproduced sound level of said broadcast information.

17. (Currently Amended) An information reproduction method including:

a storage step for storing a sequentially received series of broadcast information linked with a supplied a first sequence of broadcast portions and a second sequence of commercial broadcast information, the commercial broadcast information separating the broadcast portions;

a commercial detection step for detecting commercial broadcast information from said received broadcast information based on predetermined identification information contained in said received broadcast information, and

a reproduction step for extracting and reproducing all said detected commercial broadcast information in the second sequence as supplied from the received broadcast information stored at said storage step and, when said detected commercial broadcast information is all reproduced, sequentially extracting and reproducing the broadcast portions from the broadcast information stored at said storage step in accordance with said supplied sequence while not reproducing, but skipping over the commercial broadcast information which has been already reproduced,

wherein said commercial detecting means detects scene changes where a reproduced image of said broadcast information changes discontinuously and detects said commercial broadcast information based on a time interval at which said detected scene changes occur in said reproduced image,

wherein a still image of a header portion of the commercial broadcast information or text or graphics indicating information relating to the commercial broadcast information is displayed at a predetermined portion on the screen that is separate from the broadcast portion during reproduction of the broadcast portion,

wherein a commercial broadcast information is reproduced in any desired order by selection from the still image or text or graphics displayed at the predetermined portion on the screen.

18. (Original) An information reproduction method as set forth in claim 17, wherein said reproduction step is for generating and reproducing a viewing confirmation message at least one time and suspending the reproduction of said broadcast information at the time of reproduction of said commercial broadcast information and restarting the reproduction of said broadcast information when a response signal with respect to the related viewing confirmation message is detected.

19. (Original) An information reproduction method as set forth in claim 17, wherein said reproduction step is for reproducing said detected commercial broadcast information in accordance with a sequence by which said commercial broadcast information was supplied.

20. (Original) An information reproduction method as set forth in claim 17, wherein said commercial detection step is for detecting said commercial broadcast information based on electronic watermark information included in image data of said broadcast information.

21. (Original) An information reproducing method as set forth in claim 17, wherein said commercial detection step is for detecting scene changes where a reproduced image of said broadcast information changes discontinuously and detecting said commercial broadcast

information based on a time interval at which said detected scene changes occur in said reproduced image.

22. (Original) An information reproducing method as set forth in claim 17, wherein said commercial detection step is for detecting said commercial broadcast information based on fluctuations in the reproduced sound level of said broadcast information.

23. (Currently Amended) An information reproduction method including:
a storage step for storing a sequentially received series of broadcast information linked with a supplied a first sequence of broadcast portions and a second sequence of commercial broadcast information, the commercial broadcast information separating the broadcast portions;
a commercial detection step for detecting commercial broadcast information from said received broadcast information based on predetermined identification information contained in said received broadcast information, and
a reproduction step for sequentially extracting and reproducing all said series of broadcast information in the second sequence as supplied from among the broadcast information stored at said storage step in accordance with said supplied sequence and, at the same time, generating image information corresponding to said detected commercial broadcast information and combining the same with the reproduced image of said series of broadcast information, and, when said commercial designation signal is input, extracting and reproducing the commercial broadcast information designated by the commercial designation signal from the broadcast information stored at said storage step and, in the following reproduction of said series of

broadcast information, reproducing the broadcast portions while not reproducing, but skipping the already reproduced commercial broadcast information,

wherein said commercial detecting means detects scene changes where a reproduced image of said broadcast information changes discontinuously and detects said commercial broadcast information based on a time interval at which said detected scene changes occur in said reproduced image,

wherein said commercial detecting means detects said commercial broadcast information based on fluctuations in the reproduced sound level of said broadcast information,

wherein a still image of a header portion of the commercial broadcast information or text or graphics indicating information relating to the commercial broadcast information is displayed at a predetermined portion on the screen that is separate from the broadcast portion during reproduction of the broadcast portion,

wherein a commercial broadcast information is reproduced in any desired order by selection from the still image or text or graphics displayed at the predetermined portion on the screen.

24. (Original) An information reproduction method as set forth in claim 23, wherein said reproduction step is for suspending reproduction of said series of broadcast information and reproducing designated commercial broadcast information when said commercial designation signal is input.

25. (Original) An information reproduction method as set forth in claim 23, wherein said reproduction step is for combining a still image of a reproduced image of said

detected commercial broadcast information and a reproduced image of said series of broadcast information.

26. (Original) An information reproduction method as set forth in claim 25, wherein said reproduction step is for erasing the still image of said commercial broadcast information from a display area of a reproduced image in the subsequent reproduction of the series of broadcast information when commercial broadcast information has been reproduced in accordance with said commercial designation signal.

27. (Original) An information reproduction method as set forth in claim 25, wherein said reproduction step is for changing the still image of said commercial broadcast information to a predetermined image showing the commercial broadcast information finished being reproduced in the subsequent reproduction of the series of broadcast information when commercial broadcast information has been reproduced in accordance with said commercial designation signal.

28. (Original) An information reproduction method as set forth in claim 23, wherein said commercial detection step is for detecting said commercial broadcast information based on electronic watermark information included in image data of said broadcast information.

29. (Original) An information reproducing method as set forth in claim 23, wherein said commercial detection step is for detecting scene changes where a reproduced image of said broadcast information changes discontinuously and detecting said commercial broadcast

information based on a time interval at which said detected scene changes occur in said reproduced image.

30. (Original) An information reproducing method as set forth in claim 23, wherein said commercial detection step is for detecting said commercial broadcast information based on fluctuations in the reproduced sound level of said broadcast information.

31. (Canceled)

32. (New) An information reproducing method, comprising:
receiving sequential broadcast information having a plurality of broadcast portions and a plurality of broadcast commercial portions, the plurality of broadcast commercial portions in a broadcast sequence and separating the broadcast portions;
storing the sequential broadcast information in the sequence as received;
reproducing, in response to a request for reproduction of the sequential broadcast information, all the plurality of broadcast commercial portions in the broadcast sequence; and
subsequently reproducing the stored sequential broadcast information broadcast portions in the received sequence by reproducing the broadcast portions and not reproducing the broadcast commercial portions.